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Export Business Development Strategies:

From Case Studies

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New To Export Oregon companies should begin with Canadian market

- Business culture similar to that of U.S. and is a market with a high degree of transparency and very low level of corruption.
- Unique arrangement between U.S. and Canadian Customs allows U.S. companies to establish as a non-resident importer in Canada
- Non-resident importers can compete for customers as if they were a domestic, Canadian company
- NAFTA allows for import duty-free status for vast majority of U.S. goods exported to Canada. NAFTA market opportunities detailed at:
<http://export.gov/FTA/nafta/index.asp>



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Australian market offers opportunities unique to Oregon agricultural tech firms

- Australia has well developed agricultural production in challenging and varied growing environments.
- Australia's agricultural industries offers unique opportunities for agricultural soil amendments and other agric. technologies that enhance crop growing conditions and yields.
- U.S. agricultural technologies can best be adopted for use in well developed, good infrastructure markets such as Australia. Australia market opportunities detailed at: <http://export.gov/australia/>



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Major Industry Trade Shows in U.S. attract a wide range of international buyers

- Natural Products Expo West in Anaheim, CA is attended by over a thousand international buyers.
- NPEW participates in U.S. Commercial Service's "International Buyer Program" - http://export.gov/ibp/eg_main_018009.asp
- IBP trade shows provide U.S. exhibitors with their first exposure to many international buyers.
- Many U.S. companies in a wide range of industry sectors have concluded international buyer/distributor agreements from IBP trade show contacts.



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Learn about economic development priorities in export markets to discover opportunities



- Infrastructure and economic development priorities in int'l markets create opportunities for U.S. exporters.
- Oregon/U.S. med tech firms have benefitted from U.S. AID and international development bank-funded projects to expand healthcare in developing countries.
- U.S. food processing and packaging machinery companies have benefitted from Latin American countries economic development focus on expanding their food processing industries.



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Learn about economic development priorities in export markets to discover opportunities (cont.)



- U.S. Commercial Service’s “Country Commercial Guides” detail “Leading Sectors for Export Opportunities” for almost eighty countries
- Each CCG provides detailed information for each leading export industry sector and can be accessed for free at:
<http://export.gov/mrktresearch/index.asp>



Export Pricing

- Develop export prices to account for freight forwarder fees, port fees, shipping and insurance costs that align with your INCO terms.
- Export prices should also include costs for product modifications made for international markets.
- Translation and printing costs for product manuals/guides/packaging will also factor into export prices.
- Costs that apply only to your domestic product production and marketing should not be included in export prices.



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Export Pricing(cont.)

- Prices of your product in the export market should reflect the product quality and will affect how buyers there perceive your product.
- Options to review and change product pricing in the export market should be discussed with your buyer/distributor there to account for your company's price cost increases or decreases.
- U.S. Commercial Service's "Basic Guide to Exporting" has various chapters to address export pricing and other issues important to developing export sales - <http://export.gov/basicguide/index.asp>



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Carefully Qualify international buyers to develop a successful export business

- Produce your own company questionnaire the solicits trade references and banking references from international buyers.
- Company questionnaire should also solicit info on the current products/companies represented by the international buyer.
- Credit reporting companies in export market can provide relatively low-cost financial background reports on international buyers –SBA, U.S. EXIM Bank and U.S. Commercial Service can provide contacts.
- U.S. Commercial Service’s “International Company Profile” is a fee service that offers a comprehensive background check on international buyers - http://export.gov/salesandmarketing/eg_main_018198.asp



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Thank You!

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